Presenting Tech Principles to a Non-Tech Audience
Sithe Ncube
@_LadySith
Ambassador, Miss.Africa Digital
About me

Sithembile Ncube

Born and raised in Zambia

Founder and Director at Ubongo Game Lab

BSc Computer Science and Mathematics student at Nelson Mandela University

Facilitates programming and game development workshops

Loves games and research
Ubongo Game Lab

Founded in 2013 with the goal to help facilitate the growth of the game development community in Zambia

Hosted over 13 workshops and events

Most popular project is our annual all girls game development bootcamp

Winner (Category II), prestigious Miss.Africa Seed Fund 2017/2018
About Miss.Africa Digital

The first Pan-African a gender-focused program for women-in-technology.

It is targeted mainly at female youth audiences throughout the African continent.

In partnership with DCA Academy, the goal of the program is to increase female personal involvement in early technology use and adoption with an objective of enhancing their digital self-awareness, economic empowerment, skills development, as well as increasing women’s leadership roles and access to jobs.
Miss.Africa Seed Fund: A Pan-African Reach

Miss.Africa Digital’s seed fund supports women and girls running STEM initiatives under the DCA Digital Academy.


In 2017, Miss.Africa was recognized by United Nations/ITU Equals in Tech Awards as a finalist.

In 2018 the Founder, was nominated and won a Champion of Development Award at AfricaLink Solidarity Awards in Switzerland

Closing the Gender Gap in Africa

Sub-Saharan Africa has shown highest number of female startup entrepreneurs relative to established businesses at 11 percent. (GEM)

Women’s entrepreneurial activity is up 10%, closing the gender gap by 5% since 2014 (GEM)

Gender gap (ratio of women to men participating in entrepreneurship) narrowed by 5%. (GEM)
What I’ve learned from hosting workshops

Not everyone knows how to code but
Everyone knows how to play or make a game
Games are fun and engaging
Play is one of the easiest voluntary activities to get people to participate in
MAGIC CIRCLE

Scoring a goal

Kicking a ball into a net
1. Understanding your audience
Things to consider

Geography
Age
Education level
Group size
Group diversity
2. Tech is familiar to everyone
Let’s talk about Augmented Reality
Let’s talk about Augmented Reality
3. Prioritize your main points
Prioritizing your main points

You won’t be able to teach everyone everything
List your takeaways
Focus on those takeaways
List
Shouldn’t
Be
Too
Long
4. Craft your language
Crafting your language

Use a language that you’re comfortable with

Use **words** and **context** that will be understood by your audience
5. Add some engagement
Which was my first phone?
6. Visual aids
My eyes ARE down here
Time to present
You’re not done yet
Remember

Be comfortable and confident
Be prepared
Be well rested
You’re a human and people are interested in you
Get feedback

Keep practicing!
Thank you

Miss.Africa Digital Program
eoi@dotconnectafrica.org
www.missdotafrica.digital

Apply for 2019 Seed Fund Award at
http://missdotafrica.digital/apply-now/call-seed-fund-eoi/